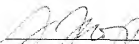


## REMARKS

The claims have been amended to call for an interruption point specifier that indicates a point to interrupt based on the passage of time. This brings forth the specific problem the present invention is aimed at solving. Namely, the cited art simply segregates the content in the blocks so that is easy to insert content between the blocks. When you are inserting advertisements based on time, you can not use pre-determined block segmentations. As a result, the claimed invention patentably distinguishes moreover the previously cited art.

Respectfully submitted,

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